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Clas Ohlson retails the world's first eco labelled tea light

In Sweden, we use a total of 300 million tea lights per year. Clas Ohlson can now offer their customers the world's first eco labelled tea light, a modern and sustainable alternative to the traditional tea light. The tea light is the result of several years' research, and has been given the Nordic Ecolabel.

The traditional disposable tea light has a light holder in aluminium, which is difficult to collect and recycle. In Sweden, we use a total of 300 million tea lights per year, which corresponds to an aluminium consumption of over 225 tonnes per year. Just under half of that amount is estimated to be recycled. Aluminium production uses a vast amount of energy. To produce just one kilo of aluminium the energy used corresponds to the same amount of energy as in three litres of petrol.

Through the launch of a brand new tea light, made from 100 % stearin, i.e. completely free from paraffin and palm oil, and without the disposable aluminium cup, Clas Ohlson can offer the customer a modern and sustainable option to the traditional tea light. When the light has burned down, it is simply replaced by putting a new refill in the glass holder. The tea light has gotten the Nordic Ecolabel stamp.

"At Clas Ohlson we don't believe in the throw away society, and we aim to help our customers make smart and environmentally sound choices. The Nordic Ecolabelled tea light is a great example on how we have created a smart and simple alternative to an attractive price, which is taking our environment into consideration", says Eva Berg, category manager at Clas Ohlson.

The two inventors Ronny Hjelm and Hugo Lundkvist, Refillsystem i Oxelösund AB, in collaboration with Clas Ohlson, has developed the product. Together they turned dream about a light with a sound environmental profile into reality.

"Clas Ohlson's stores were the obvious choice for us, as its founder is a role model. He was a true entrepreneur who worked with several innovations over the years. Clas Ohlson's environmental profile and their high consumer trust was very important to us. Clas Ohlson has been a driving force, not the least when it comes to a paraffin free refill system", says Ronny Hjelm, CEO at Refillsystem.

"This is a completely new product, and it will take some time to communicate to our customers why they should chose this alternative over the traditional disposable tea light they are used to buying. Clearly, we want as many customers as possible to start using refill for tea lights, but in the end, it is the customer's choice. For those who in prefers buying the traditional tea light in the future instead of the new Nordic Ecolabelled alternative, don't forget to hand in the aluminium cups together with the other aluminium waste for recycle" says Åsa Portnoff Sundström, CSR manager Clas Ohlson.



The eco labelled tea light is sold in all Clas Ohlson sale channels and markets.

Tea light start kit: <http://www.clasohlson.com/uk/Tea-Light-Starter-Kit/44-1290>

Tea light refill: <http://www.clasohlson.com/uk/Tea-Light-Refills-/44-1291>

Tea light holder: <http://www.clasohlson.com/uk/Reluminus-Glass-Tea-Light-Holder/44-1292>

For more information of the Nordic Ecolabel:

<http://www.svanen.se/en/Svanenmarka/Kriterier/Criteria/?productGroupID=51>

For more information please contact:

Sara Kraft Westrell, Director of Information and Investor Relations, phone +46 247 649 13

Clas Ohlson was founded in 1918 as a mail order business based in Insjön, Dalarna, Sweden. Today, the company is trading in five countries offering outstanding service via its approx. 200 stores, web shop, catalogue and telephone sales channels. Clas Ohlson helps its customers solve every day practical problems with a wide range of affordable products in five product areas: Hardware, Electrical, Home, Multimedia and Leisure. The company is listed on the Nasdaq OMX Nordic Exchange, has sales of 7 billion SEK and over 4,700 employees. Visit Clas Ohlson at www.clasohlson.com.